

## ABSTRACT

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Provision of persistent support and assistance to standard browser navigation is disclosed. Preferably, among compliant sites, a common look, feel, and/or functionality is provided. This will particularly assist novice users' navigation of the Internet, as the experience for compliant sites will be aligned with a familiar set of display and functional expectations. One disclosed feature implements a proprietary tag that can be embedded within a web page. The tag indicates whether the page and/or site is compliant with the persistent support features. Once this is understood, the browser can be appropriately instructed or updated to provide the persistent features. Another disclosed feature offers supplemental information regarding resources displayed on a current web page. The supplemental information is not merely additional information that may have been provided along with the current web page; rather, it is preferably information particular to the user. Thus, for example, consumer incentive information related to available resources and particularly associated to the user can be displayed, to further assist web navigation and enjoyment.

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